

CITY OF
HAYWARD
HEART OF THE BAY

Update on Potential June 2014 Revenue Measure

CITY MANAGER'S OFFICE
FEBRUARY 25, 2014



OUTLINE OF DISCUSSION

- BACKGROUND
- POLLING RESULTS
- COMMUNITY OUTREACH AND INPUT
- POSSIBLE FUNDING PRIORITIES
- POTENTIAL BALLOT QUESTION LANGUAGE
- NEXT STEPS



BACKGROUND

- Summer/Fall 2013: Council authorizes preliminary poll to test voter sentiments towards bond measure or ½ cent sales tax increase to fund the City's unfunded infrastructure needs
- December 17, 2013: Results of preliminary poll presented to Council; indication that sales tax increase more viable; Council directs staff to begin community listening campaign
- January – February 25, 2014: City launches community outreach and listening efforts
- Tracking poll conducted: First week of February





GODBE RESEARCH
Gain Insight



City of Hayward: 2014 Revenue Measure Feasibility Tracking Survey

February 2014

Overview and Research Objectives

The City of Hayward commissioned Godbe Research to conduct a tracking survey of local voters with the following research objectives:

- Assess potential voter support for a general sales tax measure;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of supporting and opposing arguments on potential voter support; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview

➤ Data Collection	Telephone Interviewing
➤ Universe	20,668 registered likely June 2014 voters in the City of Hayward
➤ Fielding Dates	February 3 through February 11, 2014
➤ Interview Length	15 minutes
➤ Sample Size	803
➤ Margin of Error	$\pm 3.4\%$

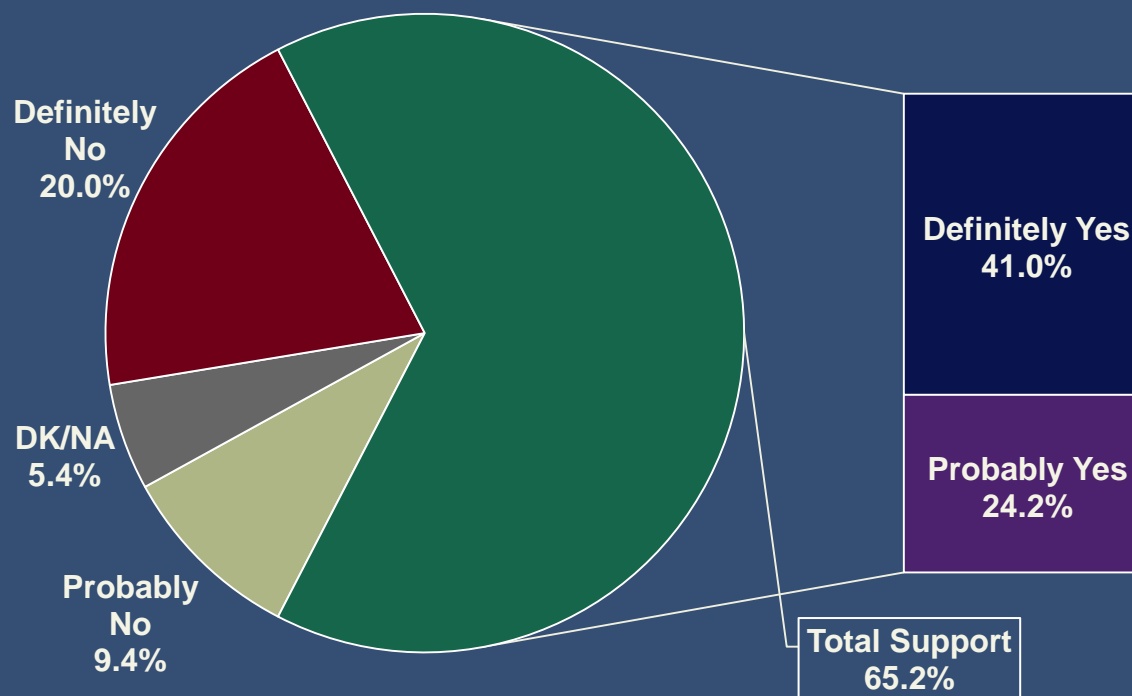


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Key Findings

Uninformed Support: ½-Cent Sales Tax Split Sample A, with Other Measures (n=403)



To protect and restore city services and facilities, including:

- increasing neighborhood police patrols;
- repairing potholes and maintaining streets and sidewalks;
- updating fire stations to meet neighborhood needs and earthquake standards;
- replacing the outdated and undersized library with a 21st century library and community learning center, and
- other city services;

shall City of Hayward increase the sales tax by one-half percent, for twenty years, providing locally controlled funding that cannot be taken by the State?

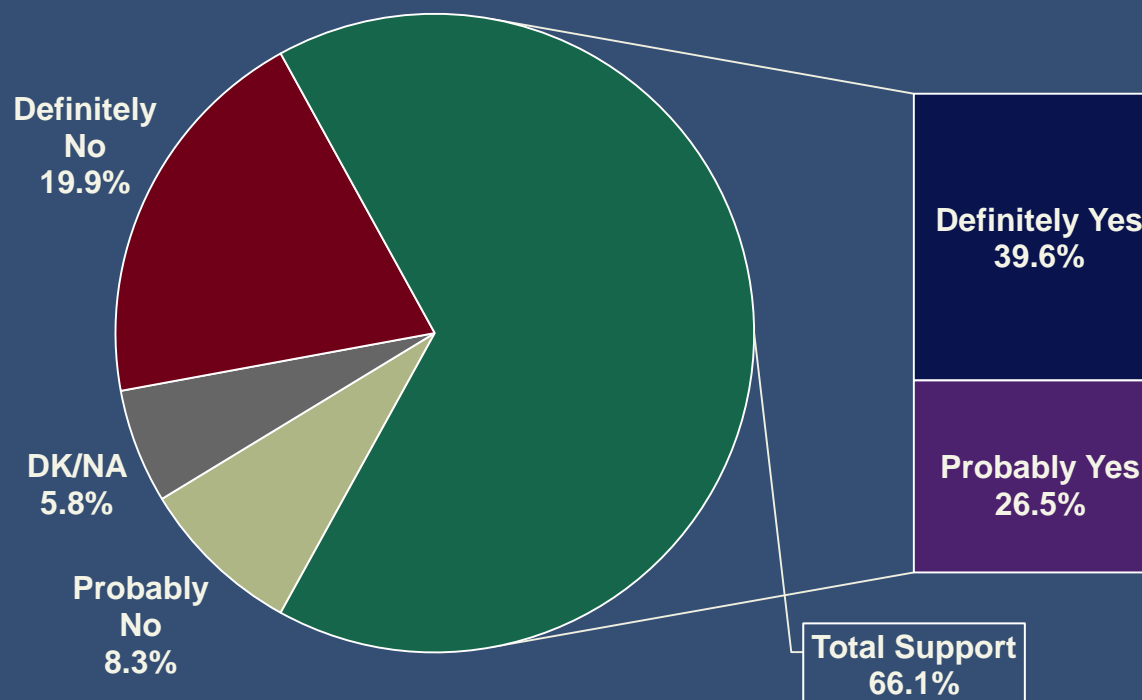
1st Test Sept 2013

56.1% -- Yes

37.9% -- No

6.0% -- DK

Uninformed Support: ½-Cent Sales Tax Split Sample B, without Other Measures (n=400)



To protect and restore city services and facilities, including:

- increasing neighborhood police patrols;
- repairing potholes and maintaining streets and sidewalks;
- updating fire stations to meet neighborhood needs and earthquake standards;
- replacing the outdated and undersized library with a 21st century library and community learning center, and
- other city services;

shall City of Hayward increase the sales tax by one-half percent, for twenty years, providing locally controlled funding that cannot be taken by the State?

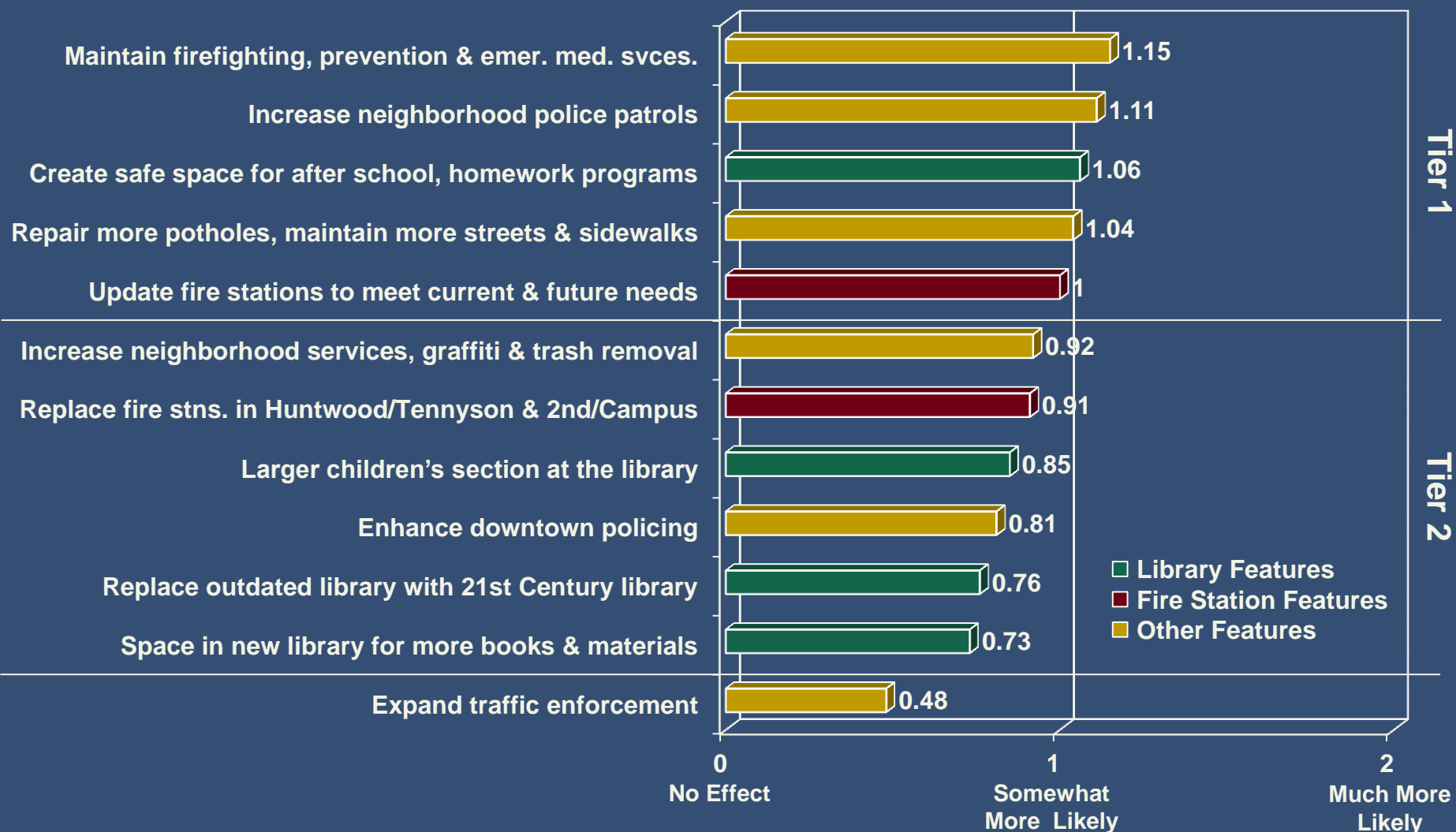
1st Test Sept 2013

56.1% -- Yes

37.9% -- No

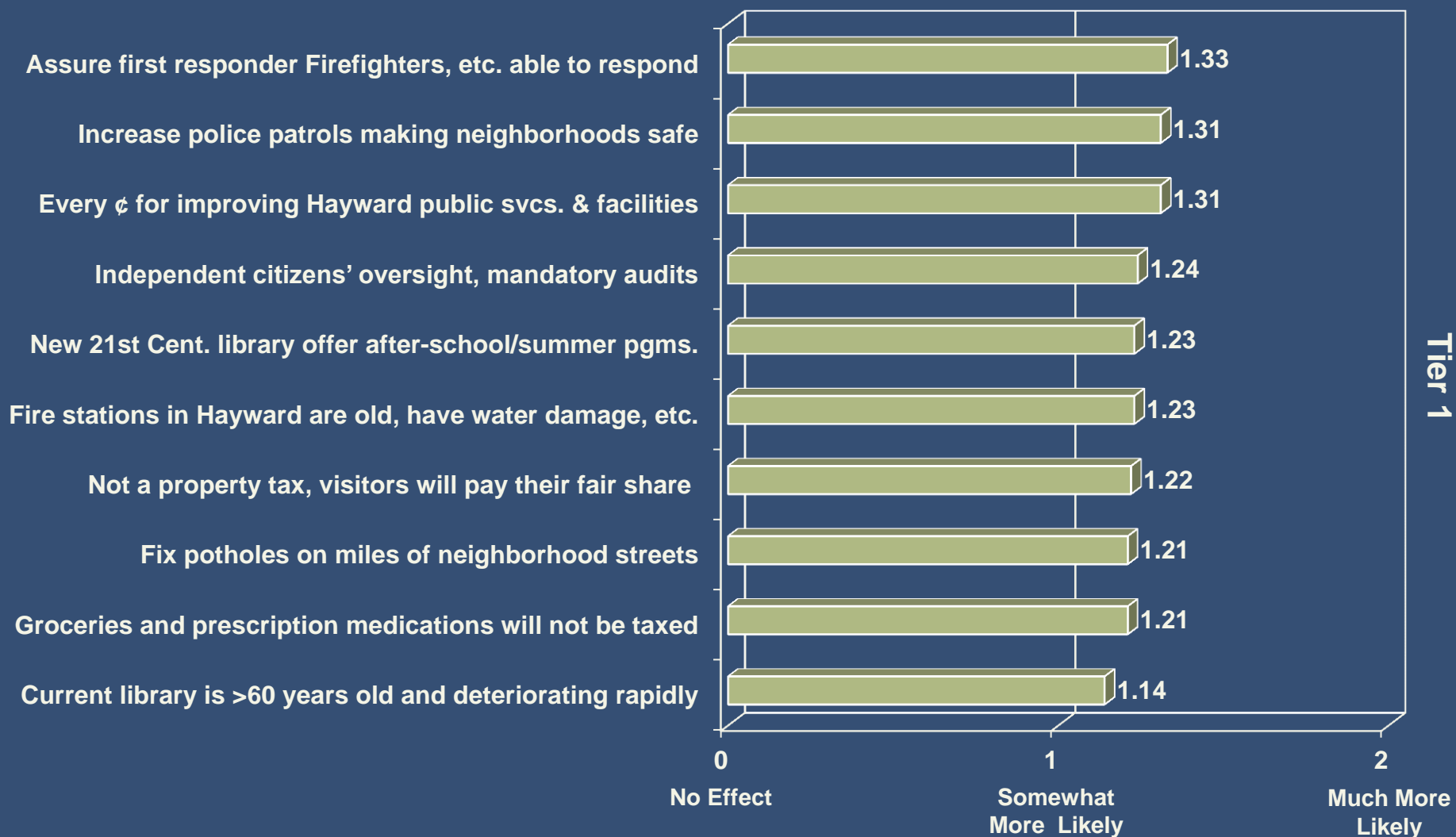
6.0% -- DK

Features of the Measure (n=803)



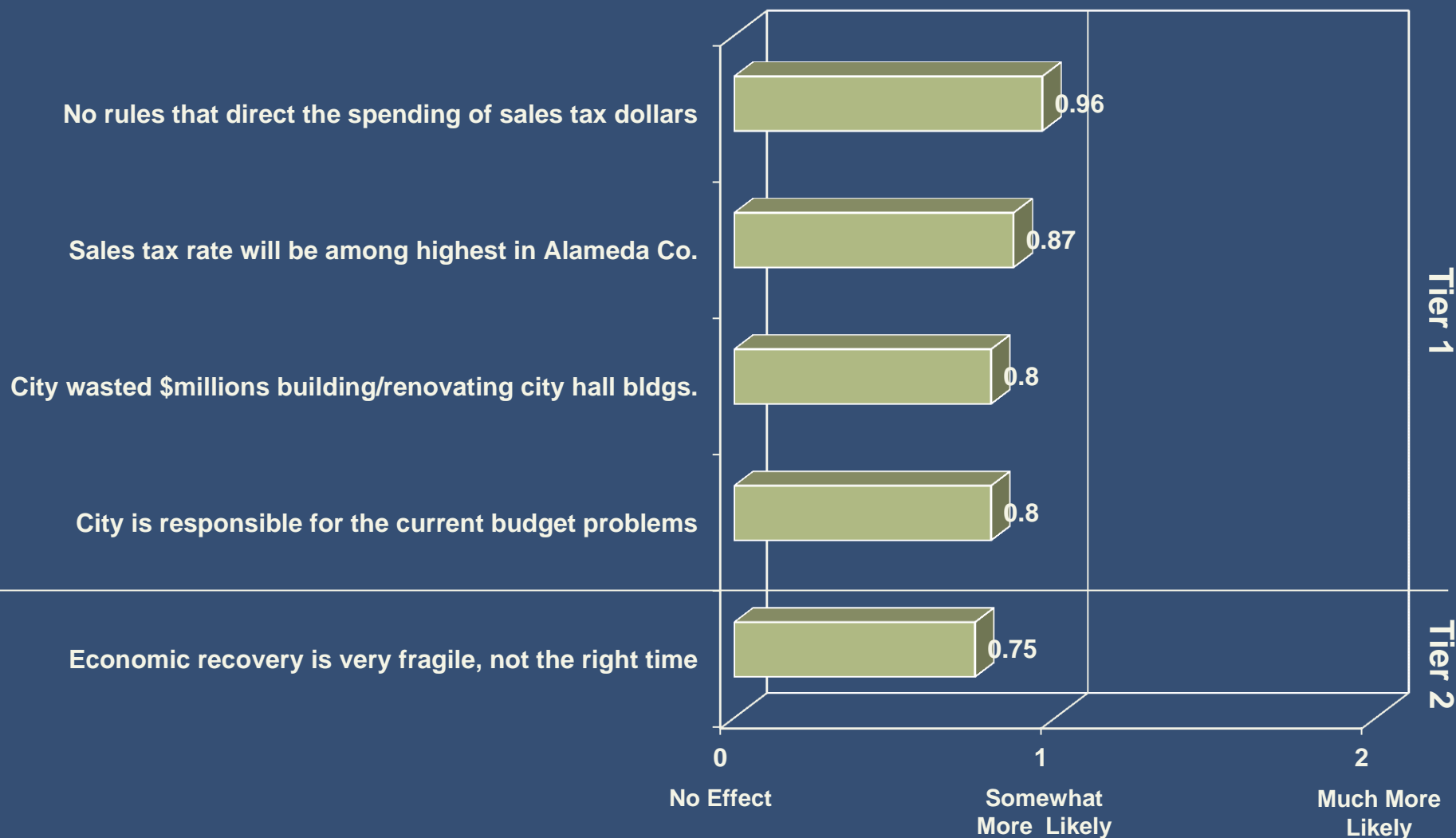
Influence of Supporting Statements (n=803)

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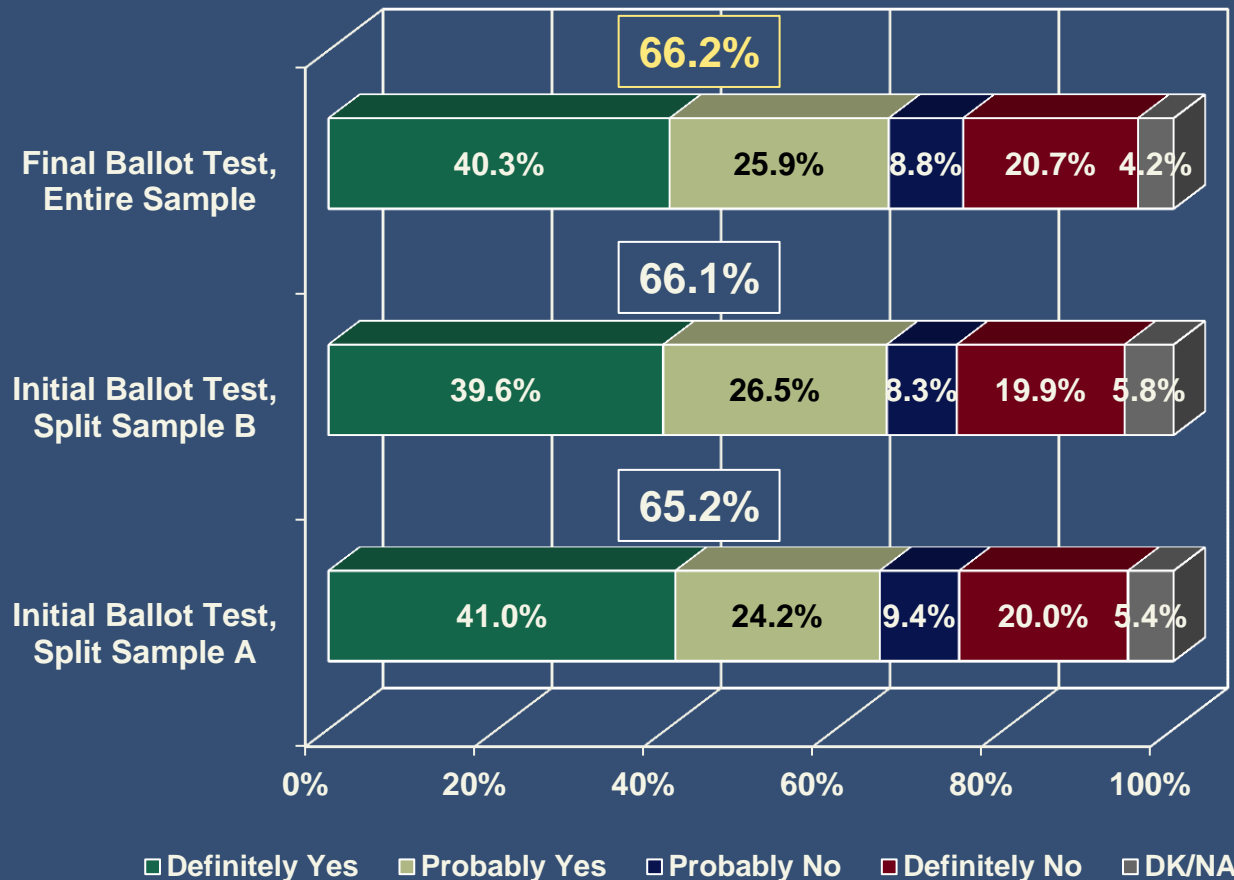


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores:
"Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0.

Potential Opposition Statements (n=803)



Informed and Uninformed Support for ½-Cent Sales Tax



To protect and restore city services and facilities, including:

- increasing neighborhood police patrols;
- repairing potholes and maintaining streets and sidewalks;
- updating fire stations to meet neighborhood needs and earthquake standards;
- replacing the outdated and undersized library with a 21st century library and community learning center, and
- other city services;

shall City of Hayward increase the sales tax by one-half percent, for twenty years, providing locally controlled funding that cannot be taken by the State?

2nd Test Sept 2013

61.2% -- Yes

35.9% -- No

2.9% -- DK

Informed and Uninformed Support for ½-Cent Sales Tax by Voting History and Area

Voting History	Q3	Q4	Q8
Likely June 2014 (33% Turnout)	65%	66%	66%
7 to 10 Elections (23.2% Turnout)	64%	66%	64%
4 to 6 Elections (7.6% Turnout)	69%	63%	67%
1 to 3 Elections (2.2% Turnout)	68%	81%	88%

		Area					
		Total	Central	West	North	Fairway	Hills
Q8	Definitely Yes	40.3%	45.0%	36.7%	39.3%	40.2%	36.9%
	Probably Yes	25.9%	25.6%	23.2%	31.6%	27.4%	24.1%
	Probably No	8.8%	9.3%	10.0%	7.7%	8.1%	7.9%
	Definitely No	20.7%	16.3%	24.7%	16.1%	22.2%	26.3%
	DK/NA	4.2%	3.8%	5.5%	5.3%	2.0%	4.8%
Total Yes		66.3%	70.5%	59.8%	70.9%	67.7%	61.0%

COMMUNITY OUTREACH AND INPUT

- Neighborhood door to door conversations
- Direct mail piece and feedback/opinion card
- Email blast and Opinion Leader conversations



NEIGHBORHOOD DOOR TO DOOR CONVERSATIONS

Walks conducted: Saturdays 1/25; 2/1; 2/8; and 2/15

Total Conversations: 1,017

Yes: 540 (53%)

No: 199 (20%)

Undecided: 278 (27%)

North: 57% Yes

Hills: 53% Yes

West: 51% Yes

Fairway: 54% Yes

Central: 52% Yes



NEIGHBORHOOD DOOR TO DOOR CONVERSATIONS

+You Search Images Maps Play YouTube News Gmail More +

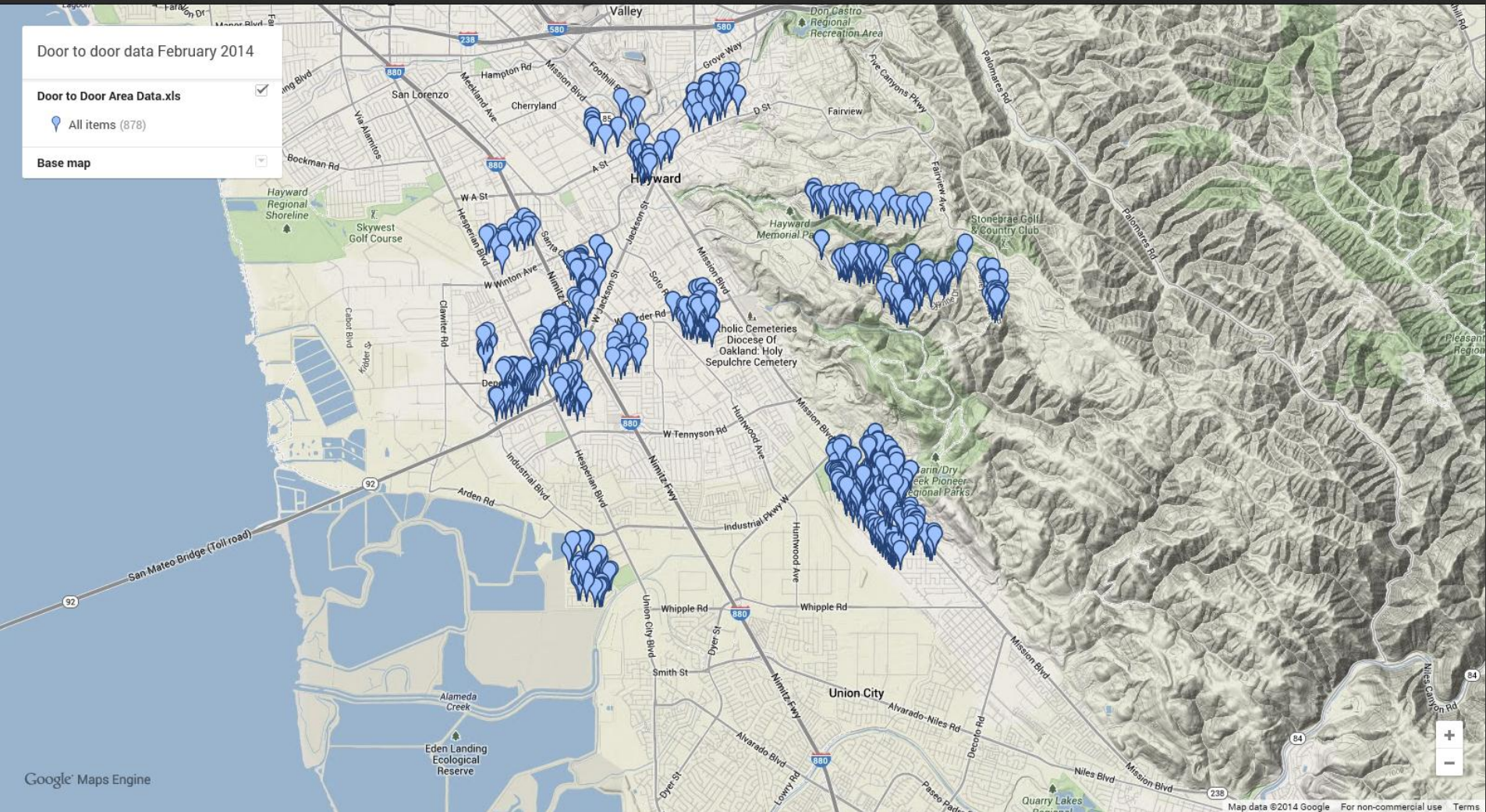
Sign in 

Door to door data February 2014

Door to Door Area Data.xls ☒

 All items (878)

Base map 



HAYWARD

FEBRUARY 25, 2014



DIRECT MAIL AND OPINION CARDS

YOUR FEEDBACK IS IMPORTANT!

Please share your opinions with Hayward City Hall.



Hayward Residents & Property Owners:

Your input is important to us.

Please rank these City of Hayward priorities in order of their importance to you (1 = most important, 7 = least important).

- ▶ Restore police officer positions for neighborhood police patrols ☐
- ▶ Restore maintenance worker positions for pothole, street and sidewalk repair/maintenance ☐
- ▶ Upgrade/retrofit Hayward's aging fire stations (some are 50+ years old) ☐
- ▶ Replace the City's obsolete fire training facility with a new facility ☐
- ▶ Increase neighborhood services like graffiti and trash removal ☐
- ▶ Replace the Hayward Main Library with a 21st Century Library and Learning Center and provide space for after-school and early childhood education programs ☐
- ▶ OTHER: ☐

Comments/Questions: _____

▼ CONTACT INFORMATION IS OPTIONAL

Name: _____

Email Address: _____

Address: _____

Day Phone: _____

Evening Phone: _____

Sincerely,

Fran David
Hayward City Manager

Provided as a public service from the City of Hayward



DIRECT MAIL AND OPINION CARDS

- Over 34,000 direct mail pieces delivered to registered Hayward voters.
- 926 cards returned (2.7% response rate) as of February 20; additional 53 cards received as of February 25 but not included in tabulations below.

Number of Priority One Rankings:

- | | |
|--|---------------------------|
| • Restore Police Officer Positions – | 504 Priority One Rankings |
| • Restore Maintenance Positions – | 174 Priority One Rankings |
| • Replace Main Library – | 166 Priority One Rankings |
| • Increase Neighborhood Graffiti/Trash Removal – | 108 Priority One Rankings |
| • Retrofit Aging Fire Stations – | 93 Priority One Rankings |
| • Replace Fire Training Facility – | 63 Priority One Rankings |



EMAIL BLAST AND OPINION LEADER WORK

1,444 online survey responses via www.haywardlistens.com

Number of Priority One Rankings:

- Restore Police Officer Positions – 595 Priority One Rankings
- Replace Main Library – 465 Priority One Rankings
- Restore Maintenance Positions – 210 Priority One Rankings
- Increase Neighborhood Graffiti/Trash Removal – 145 Priority One Rankings
- Retrofit Aging Fire Stations – 118 Priority One Rankings
- Replace Fire Training Facility – 15 Priority One Rankings

Opinion Leader conversations: 25 conversations held or scheduled with key stakeholders

Over 30 emails received by City Manager with community feedback or comments



POSSIBLE FUNDING PRIORITIES – Original List of Projects

Capital Projects	Annual Debt Service Payment ¹ or Annual Cost
Library & Community Learning Center (Total unfunded cost: \$50,000,000)	\$3,990,000
Other Fire Station Retrofits/ Improvements (Total cost: \$10,000,000)	\$798,000
New Fire Station #6 Training Center (Total cost: \$8,200,000)	\$654,400
Street Repairs ² (2 miles of overlay and 4 miles of slurry seal)	\$1,000,000
New Police Facility & Jail (Total unfunded cost: \$85,000,000)	\$6,783,000
Restoration of Services	Annual Debt Service Payment ¹ or Annual Cost
Addition of 5 Police Officers (Cost per officer: \$200,000/year)	\$1,000,000
Restoring 5 Maintenance Workers (Cost per worker: \$100,000/year)	\$500,000
Maintain Current Services (Closing the General Fund Budget Deficit for FY2015)	\$2,600,000

^[1] Annual debt service payment based on 20-year amortization of bond funding

^[2] Current annual gas tax/Measure B funding for overlay/slurry seal = \$4 million



POSSIBLE FUNDING PRIORITIES – Potential List of Projects (Based on \$10M Annual Funding)

Capital Projects/Restoration of Services	Annual Debt Service Payment ¹ or Annual Cost
Library & Community Learning Center (Total unfunded cost: \$50,000,000)	\$3,990,000
Other Fire Station Retrofits/ Improvements (Total cost: \$10,000,000)	\$798,000
New Fire Station #6 Training Center (Total cost: \$8,200,000)	\$654,400
Street Repairs ² (2 miles of overlay and 4 miles of slurry seal)	\$1,000,000
Addition of 5 Police Officers (Cost per officer: \$200,000/year)	\$1,000,000
Restoring 5 Maintenance Workers (Cost per worker: \$100,000/year)	\$500,000
Total Annual Cost	\$7,942,400
Contingency	\$2,057,600

^[1] Annual debt service payment based on 20-year amortization of bond funding

^[2] Current annual gas tax/Measure B funding for overlay/slurry seal = \$4 million



POTENTIAL BALLOT QUESTION LANGUAGE

Language from Tracking Poll:

To protect and restore city services and facilities, including: increasing neighborhood police patrols; repairing potholes and maintaining streets and sidewalks; updating fire stations to meet neighborhood needs and earthquake standards; replacing the outdated and undersized library with a 21st century library and community learning center, and other city services; shall City of Hayward increase the sales tax by one-half percent, for twenty years, providing locally controlled funding that cannot be taken by the State?



POTENTIAL BALLOT QUESTION LANGUAGE

Possible Alternate Ballot Language:

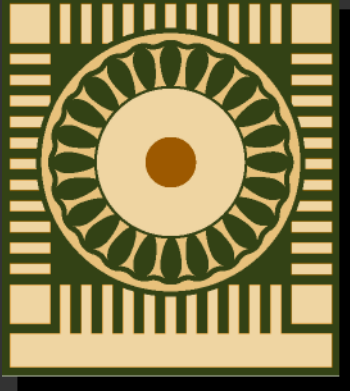
To restore and maintain Hayward city services/facilities, including firefighting/emergency medical services; improving police protection for neighborhoods; replacing the aging library with a 21st Century facility including safe space for after-school homework/tutoring; repairing potholes, streets and sidewalks; updating aging neighborhood fire stations; and other city services; shall the City of Hayward increase the sales tax by ½ percent, for twenty years only, providing locally controlled funding that cannot be taken away by the State?



NEXT STEPS

- *Budget & Finance Committee: Wednesday, February 26*
- *Council action to place measure on ballot: Tuesday, March 4*
- *Final Filing Date with County Registrar of Voters for June 2014 Ballot: Friday, March 7*





Questions/Comments

